

Figure 1 is a block diagram illustrating an exemplary environment for an embodiment of the present invention. In the embodiment shown, a cable operator's head-end facility 102 includes a merge processor 104, which is in communication with a plurality of databases. These databases include a local-content database 106, a subscriber-action database 112, and a national-content database 114. The merge processor 104 is programmed to receive and merge data from the three databases 112, 114, and 106.

IN THE CLAIMS

Clean Version

Please add new claim 25 as follows:

25. (New) A method for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

receiving advertising and programming data;

receiving viewing information associated with the subscriber;

receiving data about the subscriber;

merging the advertising and programming data, the viewing information associated with the subscriber, and the data about the subscriber to create a subscriber information data store; and

analyzing the subscriber information data store to determine the subscriber's desirability in relation to a provider.